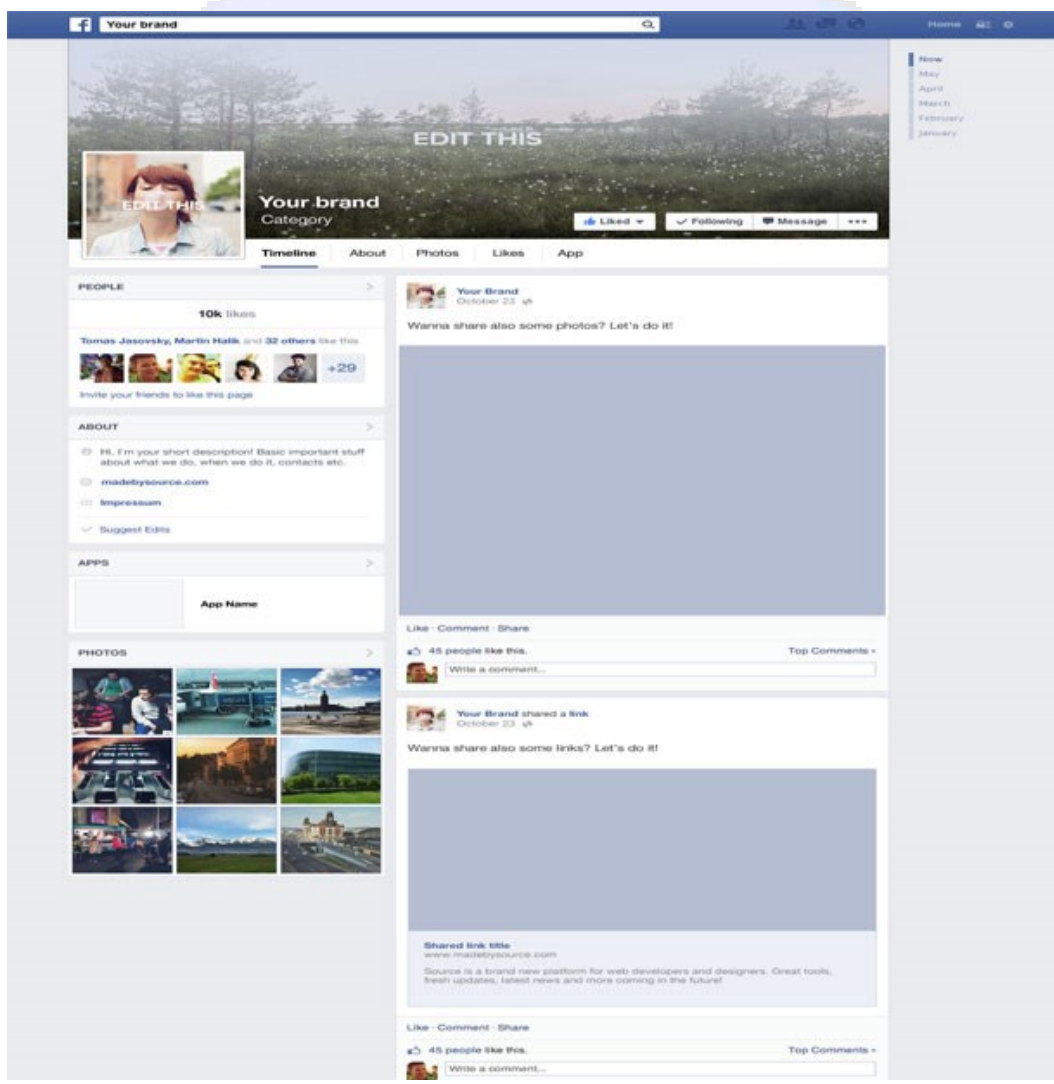




## MR. SEO's Quick guide to: Social Media.



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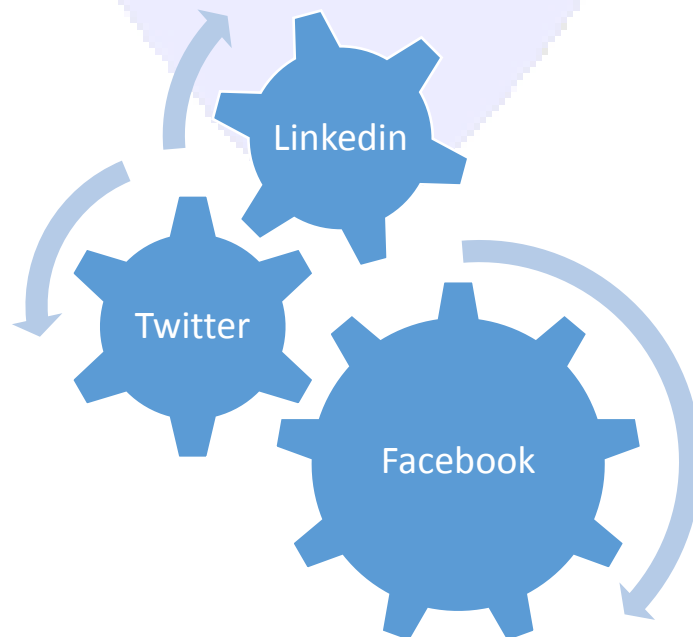
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# ***Chapter 1: Basics of Social Media***

## Q1: What is Social Media?

Per Google – Social media is defined as “websites and applications allowing users to communicate using social networks”

What does that mean exactly? – Here at Mr. SEO we believe social media – as far as business is concerned – means joining and being a part of the conversation in communities that will buy from you.

The salesperson worth their salt in the real world knows that most of the time, people will not buy from you unless they “know, like and trust you”.

In the internet age the way to get customers to ‘Know, like and trust’ you is through social media. The benefits can be tremendous just as the missteps can be daunting.

## Q2: Why it's necessary for businesses today:

Over the last 2-3 decades as more people go online to find a sense of community to replace the vacuum left by a society where few people talk to their neighbors often if at all. Building your online community has become more and more of a necessity.

It also allows entrepreneurs and business owners to tap into trends and issues that they can use to avoid potential issues in the future or capitalize on underserved needs.

## Q3: What is better being Authentic or pushing your widget?

There once was a time when people would attempt to sell to the masses online while revealing as little as possible about themselves. This time has since been past and buried.

Today people are yearning for authenticity and transparency in every interaction. So if you initiate any conversation with how great you are and your company and you're the market leader in X – some may buy from you but, the vast majority will look for someone else who does the exact same thing you do and knows a little bit more about how to engage on social media.

# Chapter 2: Social Media Platforms

Before we can begin talking about Social Media we must first talk about the biggest social media platforms and how they differ. Here is an abridged list of the larger social media platforms:



## Facebook

- *Overview* – Facebook is one of the largest social media platforms. Started in a Harvard dorm room in 2003 by Mark Zuckerberg and friends it has expanded to a global presence with over a billion users and 40 million active small business pages.
- *Native terms*-
  - **Like**: when you like something someone else is sharing you press the like button and give them positive feedback
  - **Friending** – connecting with someone on Facebook as a friend
  - **Unfriending** - disconnecting with someone on Facebook – typically after they've posted something you don't agree with, something offensive or annoying
- *Statistics*
  - 1.39 billion monthly active users (<https://zephoria.com/top-15-valuable-facebook-statistics/>)
  - There are 1.9 billion mobile active users (<https://zephoria.com/top-15-valuable-facebook-statistics/>)
  - There are 83 million fake profiles.
  - Photo uploads total 300 million per day.
  - Every 60 seconds on Facebook: 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are

uploaded. (<https://zephoria.com/top-15-valuable-facebook-statistics/>)

- *Pros of Facebook:*
  - biggest social media platform
  - If you advertise you can promote to people who are on your Facebook page
  - Many people are ad and promotion blind on Facebook
  - Many other sites allow you to login simply by allowing limited access to your Facebook profile
- *Cons of Facebook:*
  - 83 million profiles are considered fake
  - Younger users are abandoning Facebook for smaller sites where they won't bump into their mother or grandmother – like Instagram and Snapchat.
  - People typically come to Facebook to relax and find out how their friends are doing. Marketing to someone like this may mean that they are oblivious to most or all advertising and marketing messages sent their way.
- *Strategy*
  - *With Facebook the first step for most small businesses is to set up a Facebook page. This is where customers and potential customers can go to “like” you and find out more about you.*
  - *For some, another great strategy is to start groups of interest to your target market. A frying pan manufacturer for example may want to start a stove top recipe group and then pepper it with great content and a good community manager.*



## LinkedIn

- *Overview:* People often consider LinkedIn as a professional version of Facebook. Many networks have tried to replace LinkedIn but, with various integrations and millions of members LinkedIn is a
  
- *Native terms:*
  - **Connect** – This is similar to “friending” someone on Facebook only it’s called “connecting”. This means you can see their profile and they can see yours. Also, depending on their security setting, other details about the person you’ve connected with.
  - **Endorse** – This is when someone vouches for your ability to do a certain skill – like Marketing, Accounting, and Microsoft Office Certification.
  - **Recommend** – This a step further than simply endorsing someone for a specific skill. This shows that you recommend this person overall for all that they do. It also adds your written recommendation and profile pic to that individual’s profile.
  - **Influencer** – these are people who interact quite often on LinkedIn and/or have several people following them on LinkedIn.
  - **L.I.O.N.** – whenever you see this buy someone’s name you’ll know they are part of what’s called the **Linked-In Open Network**. For better or worse this means that the individual is generally open to connecting with just about anyone on LinkedIn with few exclusions.

- *Statistics*
  - Over 350 million users  
(<http://expandedramblings.com/index.php/by-the-numbers-a-few-important-linkedin-stats/>)
  - 45,000 standard skills are listed
  - 380,000,000 number of skills added to profile.
- *Pros*
  - Great for the B to B market
  - Allows you to look at the resume of prospects, employees and clients
  - Can get a lot of great lead information
- *Cons*
  - Have to pay to contact people outside of your network
  - Sometimes connections made purely on LinkedIn are not seen as valuable as those made in real life
  - Sometimes people will reach out aggressively online
- *Strategy*
  - Start a company profile
  - Join a LinkedIn group that caters toward your market
  - Reach out to network after demonstrating value in groups



## Twitter

- *Overview:* Twitter is a site uniquely designed for mobile phones where everyone can create a profile and contact each other via 140 characters or less. They recently just purchased the live-streaming app Periscope.
- *Native terms*

- **Follow** – following the activity of an individual. Somewhat like friending in that you get to watch and see what an individual is doing. Different in that just because you followed a celebrity doesn't mean that they will automatically follow you back.
  - **Tweet** – this is sharing something to your followers
  - **Direct Message aka DM** - when you don't want to share something with all of your followers but just one follower in particular. Some marketers use this some on twitter hate this feature because they feel it's abused by marketers.
  - **# (Hashtags)** – this allows you to highlight the subject or subjects of your tweets. For example “I'm really excited to go to dinner with @randomperson I'm #hungry” This sentence does two things
    - 1) it lets all your followers know that you plan to eat dinner with the owner of the twitter handle @randomperson
    - 2) The “#hungry” let's everyone know you're hungry
  - **Retweet** – sharing someone else's tweet with all of your followers – this helps share viral content.
  - **Like** – allows you to like certain tweets to show your appreciation
- *Statistics*
- As of 5/16/15 – Katy Perry has the most followers at 69,711,821
  - [Alexa & Compete.com](#) rank Twitter as the #8 website on the net while [Quantcast](#) rates the site as #5 as of 5/16/15
  - Per [Adweek article](#) – Twitter is the #1 social network for Global companies
  - 82 percent of Fortune Global 100 companies have at least one Twitter account, top amongst all social networks, and each company was mentioned an average of 55,970 times on Twitter. (from this article:



<http://www.adweek.com/socialtimes/global-social-media-check-up/467036>)

- Per <http://expandedramblings.com/> there are 302 Million active users
- *Pros*
  - This is a great way to connect to those who would have been previously out of reach – celebrities especially tend to check and respond to their twitter feeds regularly.
  - Can contact multiple people at once and get quick responses from those it would take days or weeks to get a response from using another platform
  - Can use twitter search to find people asking for products or service directly or indirectly related to your offering
- *Cons*
  - Some people will follow you solely so you will follow them back
  - Some will follow you, then after you follow back – unfollow you
  - Twitter is a very fast-paced social media platform – if someone responds to you or “tweets” you the general expectation is that you get back to them within the hour – or the day at the latest – if this is too fast pace for you – you shouldn’t be on twitter
- *Strategy*
  - Make a list of people and/or profiles that are related to your industry and niche
  - Set certain times daily to review your tweets and respond to tweets.
  - Search for #’s that apply to your industry so you can join the conversation



## Youtube

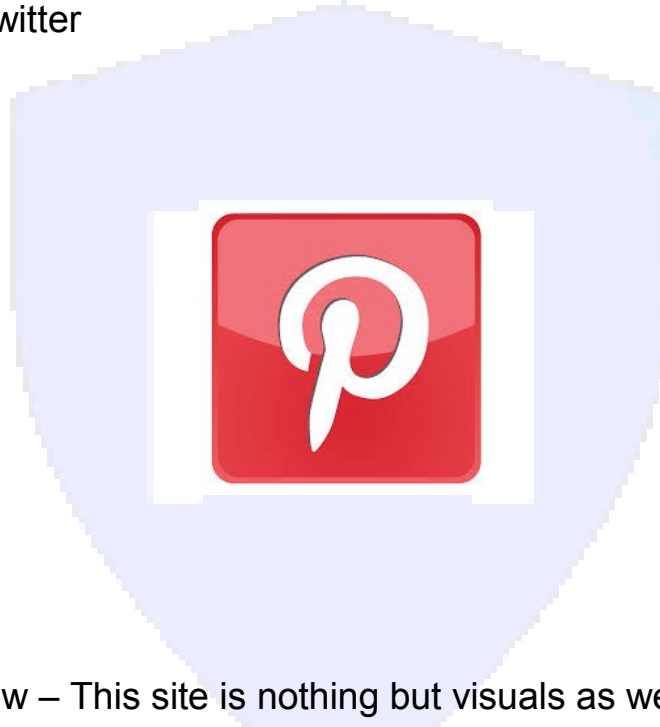
- *Overview:* This is the #1 site on the internet for video.
- *Native terms:*
  - **Vlogger/YouTuber** – someone who has a regular YouTube show open to a certain audience
  - **Channel** – a profile on YouTube that typically is reserved for videos on a specific topic
  - **Subscribers** – how many people are subscribed to watch videos from a vlogger and/or channel
- *Statistics*
  - As of 5/16/15 – [Alexa](#) ranks YouTube as the #3 site globally while [Compete.com](#) & [Quantcast](#) both rank YouTube as the #2 site.
- *Pros*
  - The web is moving more and more towards visuals and less towards written content. YouTube is the best known resource for free videos so it's important to at least be aware of the platform
  - People are more willing and ready to engage with video rather than text and to a lesser extent audio
  - If you can be clever and consistent with your brand and put together a well done video you can capture amazing amounts of attention without exorbitant costs.
- *Cons*
  - Individuals can use the site to complain about your product and/or service with a much bigger impact than what a blog post can do
  - Poorly executed video can be worse than no video at all and impact your businesses reputation even more
  - Video – good video that is takes a lot of time effort, expertise and editing (mostly time)
- *Strategy*
  - This completely depends on who your target customer is – B2B customers may need a much different approach than those whose target is B2C



## Instagram

- *Overview* – This is a photo and limited video sharing site & app. The site has become more popular than a similar predecessor – Flickr. Most would agree this is due to the fact that Instagram focused from the start on mobile photos specifically and not those that were uploaded to a laptop or desktop.
- *Native terms*
  - **Follower** – someone who follows you and the photos you upload on Instagram
  - **Following** – people you follow on Instagram
  - **Like** - on Instagram you “like” by clicking on the heart icon when you see a photo
- *Statistics*
  - As of 5/16/15 according to [Alexa](#) – Instagram is ranked #34 globally. [Compete.com](#) ranks it as #23 and [Quantcast](#) ranks the site as #208 in the US.
- *Pros*
  - As mentioned before one internet trend that is evolving is the trend towards more visuals. Another trend is the “mobile web” as more people are looking more often at their smart phones before they crack open their laptop. Instagram combines these two trends and thus
  - Allows you to post photos to multiple other sites as well including: Facebook, Twitter, Tumblr and Flickr.
  - Unlike Twitter where there is a character limit – you can add long captions beyond 140 characters to your Instagram feed and then post the shortened link to twitter
- *Cons*

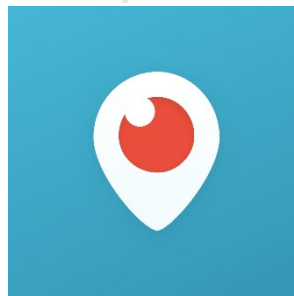
- When reposting to twitter – the image will not show until your followers actually click on your link
- Sometimes it's questionable what photos you can add and still build your brand
- Not as popular as other social networks and must have a smart phone to join
- *Strategy*
  - Follow people and businesses close to your market
  - Use uploading photos to your Instagram feed to cross-promote on other more popular platforms like Facebook & Twitter



## Pinterest

- Overview – This site is nothing but visuals as well. The difference is it is devoted to showcasing photos that you love and want to share with those who keep track of your boards.
- *Native terms*
  - **Pin** – to share that you like the photo of something
  - **Repined** – share someone else's image (similar to retweeting)
  - **Unpin** – to stop following a pin
  - **Board** – broad groups of photos that are all related to something you're interested in. For example if you had a

- pictures of Michael Jordan, Scottie Pippen and Dennis Rodman – your board might be entitled “90’s era Bulls”
- *Statistics*
    - As of 5/16/15 – [Alexa](#) ranks Pinterest as #37 globally, [Compete.com](#) ranks the site #13 and [Quantcast.com](#) ranks the site as #15
  - *Pros*
    - People only pin what they are actively in and/or excited about
    - You can discover if potential clients have patterns
    - Great for the B2C product market
  - *Cons*
    - Not really a good fit for B2B
    - Need good images and possibly graphic designer to get pinners engaged
    - Need to be very strategic in your pinning strategy which takes time
  - *Strategy*
    - So for strategy on Pinterest you must think constantly about the question behind the question – what is top of mind as a pain or a need for your target market. It would be easy to simply put up a pin that says “our widgets come in 5 different colors” the more difficult and important task is saying “Having problem X? Our x-buster widget is designed specifically to solve Problem x”



**Periscope**

- *Overview* – Periscope is a new live streaming app available (as of this writing 5/16/15) only available for the Iphone but, this is likely to change by mid-summer 2015. The app launched in March of 2015 at the South By Southwest conference and was immediately purchased by twitter for \$100,000,000. Periscope has a competitor – Meerkat that is available for both Android and Iphones that we are currently still researching.
- *Native terms*
  - **Scoping** – The act of broadcasting video directly from your phone
  - **Scope** – a prior broadcast
  - **Peristalking** – watching everyone of close to everyone of a particular **Periscopers** broadcasts
  - **Hearts** – these are the equivalent to likes and are accomplished when periscope viewers tap the screen they are looking at
- *Statistics* – Since it's launch in March 2015 the app's website has moved from nowhere to #8,283 ([according to Alexa](#)) #2,023 ([according to compete.com](#)) #35,168 (according to quantcast.com) estimated.
- *Pros*
  - It's a live- streaming video app
  - It shares location
  - It's owned by Twitter and allows you to repost directly to Twitter
- *Cons*
  - Individual privacy is dead
  - Not available (as of this writing 5/26/15) for Android
  - Doesn't allow you to search by language, location or interest yet.
- *Strategy*
  - This app is so new it's hard to determine best practices at this point.

**Other Social Media Sites** and apps you should be aware of but we won't delve into here:

[Vimeo](#) – A video site that caters more towards artists and media professionals

[Reddit](#) – Also sometimes known as “the front page of the web” written content is voted up or down – mainly news articles

[Buzzfeed](#) – This is a site devoted to blogs, pictures and memes going viral

[Craigslist](#) – This is effectively the classified section for internet if you reside in the U.S. Has a reputation for the occasional questionable ads and offers but they are updating software to avoid spammers.

**Review Sites:** Mr SEO has another guide devoted ORM (Online Reputation Management) but since this is an important aspect of your business and some of these sites are considered social media platform themselves – here are a few online review sites you should be aware of:

*Yelp* – Yelp is by far the most popular review site online as of this writing (5/16/15) and we are always surprised when we speak to clients and they seem oblivious to the fact that the site exists and then in some cases terrified about what people are saying about them. Yelpers as they are called can give sometimes glowing & other times scathing reviews to primarily brick and mortar businesses. Rankings fluctuate but Alexa, Compete.com and Quantcast all have the site in their top 50 site listings here in the U.S.

*Google reviews* - Google owns the internet in North America, no surprises there. They also have a tendency or maybe it's a strategy of “If we can't buy them, let's make our own” philosophy when it comes to online features. Although Yelp is still most popular review site – Google is one of the most popular sites – Period. And now when people are searching for a certain brick and mortar product or service – if they have google reviews – those are showing first in the search results.

Dexknows – The Company formerly known as the Yellowpages rebranded in 2010 as Dexknows. They have online sites and offer generic website templates as well but as time goes on they appear to be less and less relevant to those who are searching for products or services online.

**Food reviews sites**– although many only go to Yelp – the site offers reviews of everything from Car Dealers to Dentists to Doulas as well. The following sites niched down to focusing on reviews of only food related companies:

***Eat 24*** – this site was recently purchased by Yelp and offers discounts to the hungry for ordering their takeout food through them.

***Grub Hub*** – Direct competitor to EAT24 again focuses on those who want to order takeout

***Urban Spoon*** – One of the older food niched review sites. In January of 2015 they were bought out by the Indian company Zomato which is one of the most popular review sites in India.

**Service business sites**– the following sites that are primarily for the local service industry.

***Houzz*** – This is a high end website that is primarily used by homeowners looking to redecorate or even remodel their home in one aspect or another.

***BBB*** – Short for the Better Business Bureau. People who have been familiar with and are comforted by the BBB logo on a business's storefront can also check the business online to find out what the rating is.

***Angie's list*** – Started as a paid directory in 1995 by Angie Hicks & William Oesterle when Hicks had trouble finding a good contractor in Columbus, Oh. They've had that paid directory as a service for those looking for contractors and other service providers to this day.



### Chapter 3: Case studies on Social Media Misses

Due to the fast pace and changing nature of social media there have been a few times (typically on twitter) when tweets or articles have gone out a little too soon and the brand behind the tweets has suffered because of it. Mr. SEO has – thankfully - never experienced a mess up quite like these. Just be aware that once “submit” “send” “post” or whatever the final button to uploading your content to the web – it is out there and fair game for embarrassment and a tarnished brand. All of the following come from the article [Triumph and Trainwrecks](#) found on [ubervu.com](#)

#### 1. Case Study 1 – Entenmann’s

Entenmann’s the brand known for the delicious donuts and treats go a little carried away with inserting trending hashtags. The Hashtag in question is a #notguilty referring to the Casey Anthony trial – Entenmann’s staff took this hashtag as an opportunity to highlight potential customers desire to feel “#notguilty about eating a donut.

See below:



The brand was able to save some face – mainly by admitting they had failed to do their homework.

## 2. Case Study 2 – The Red Cross

The Red Cross had one of the most memorable Social Media blunders when their social media associate made the mistake of posting a personal post to (what would have been likely a few hundred or thousand followers) the non-profit's actual twitter account which (as of this writing) has 2.3 MILLION followers. The cringeworthy post is below:



Even though they deleted the post shortly after posting savvy twitter followers saved the tweet and #Gettingslizzerd became a trending hashtag for a decent time afterwards. Oops!

Believe it or not the social media person was not fired but, likely had a good talking to. Another brand mentioned in the original tweet even joined in basked a little in the limelight.

## 3. Case Study 3 – Chrysler

In Chrysler's case it was just another example of their Social Media person airing his personal thoughts on a very public Chrysler twitter account. See below:

I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to f—ing drive

about 3 hours ago via web

Reply Retweet



Chrysler Autos

Chrysler Autos

The snafu must've been a little too much for Chrysler as they have now switched the twitter account entirely to simply @Chrysler – from the original @ChryslerAuto account.



Chrysler Autos

@ChryslerAutos



Our apologies - our account was compromised earlier today. We are taking steps to resolve it.

Reply Retweet Favorite More

13

RETWEETS

2

FAVORITES



7:38 AM - 9 Mar 11

To add insult to injury they claimed incorrectly that their account had been “compromised” – when they could have simply accepted responsibility and advised it won't happen again.

## **Chapter 4: Case Studies on Social Media Wins**

The great thing about social media is that in the same way you can have fails when there is little planning and preparation involved – you can have wins when there is planning and well timed engagement. Here are some great examples of social media wins when done right and gone viral. The following were found on [clickz.com](http://clickz.com)

### **1. Case Study 1 – ALS Challenge –**

Unless you were living under a rock during the summer of 2014 you likely heard something about the ALS ice bucket challenge. People across the country were challenged to donate money to a great cause – ALS and also dump a bucket of ice cold water onto their head.



Above is the richest man in North America getting doused with ice water? The challenge was able to reach thousands if not millions in awareness and raise upwards of \$100,000,000 for the cause.

- 2. Case Study 2 – #Batkid – Make a Wish Foundation –** The Make a Wish Foundation picked up a kid by the name of Miles who always wanted to be Batman for the day. They decided to go all out and contacted the local police department in San Francisco as well as many others. They were expecting about 200 people to come out

but had thousands of people show up. The #Batkid hashtag was tweeted 750,000,000 times.



#Batkid aka Miles running with the real Batman to save a citizen in distress.

### 3. Case Study 3 - #WorldsToughestJob –

So American Greetings the card company decided to get very creative with their social media for Mother's Day. They interviewed several candidates for a mock position Director of Operations. This very demanding position had incredible work demands, continuous standing, 130+ hour weeks and no pay. Needless to say few candidates were too enthused to move forward. Check out the incredible video here:

<https://www.youtube.com/watch?t=36&v=HB3xM93rXbY>

## **Chapter 5: Social Media Tools**

As you can imagine – what I've shared here is only a brief overview of all the social media channels. Keeping them all aligned can be a task in and of itself. Luckily there are a few tools to help you navigate

- 1) Hootsuite - Hoot suite is a social media tool that allows you to manage all or most of your social media accounts. You can time postings and also pick and choose what social media platforms to post to and which ones to omit posting at.
- 2) UberSocial – is an app available for Blackberry's, Iphones and Androids that allows you to preplan posts primarily for Twitter specifically though.



## **Chapter 6: Content Creation**

“Content is King” is an old saying amongst internet marketers that essentially means the better your content is the better your results will be. This has proved to be a truthful saying time and time again as sites with a lot of money backing them but little worthy content tend to go the way of the Dodo bird.

In the early days of the internet there was only one real type of content – the written word. As things have progressed there are now 4 different ways people can create content – here is a brief overview.

Blogs – short for “Web Log” this is the most basic form of content creation. Blogs originally started out as people telling what is going on in their life. Today the most successful blogs are focused on fixing and solving the problems of the blogs audience.

Photoblogs – Tumblr is one of the main blogging platforms that centers on Images more than text. As the web becomes more visual this trend will only increase.

Podcasts – For the uninitiated we like to think of podcasts as radio on the internet. Podcasts have been around for over a decade now and range from funny podcasts to business focused podcasts.

Vlogs – finally as the web becomes more visual and images become more important, vlogs are definitely a way to promote your business. The key is to either tell a story, educate or entertain and hopefully to do all three.

**Chapter 7: Frustrated w/ #SocialMedia? We @MrSEO can help.**

As you can see from this brief overview there is a lot to manage when it comes to social media. Keeping your brand consistent and relevant in this rapidly changing environment can be hard to manage. Let us manage it for you or at least give you some pointers on how to manage it yourself. Call us M-F 9-6pm at 480-319-5323 or email us anytime at [help@mrseohelp.com](mailto:help@mrseohelp.com)

All The Best,

*Mike Rux*

